

REMARKS/ARGUMENTS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

At the outset, Applicant notes with appreciation the courtesy of a personal interview extended by Examiner Cuong Nguyen to Applicant's representative, Chien Yuan. The personal interview was conducted on May 17, 2005.

Claims 21-38 are pending; claim 32 is the only independent claim. The present amendment cancels withdrawn claims 1-19 without prejudice or disclaimer, and amends claims 26 and 32. Claim 26 is amended simply to delete a parenthetical reference number. Regarding claim 32, Applicant respectfully submits that the changes to this claim are fully supported by the originally-submitted disclosure, including the drawings and claims. Thus, no new subject matter is introduced by the foregoing amendment.

The Office Action rejects claims 32, 21-27, and 31 under 35 U.S.C. § 103(a) as unpatentable over Hannula et al. (U.S. Patent No. 6,366,893; hereinafter "Hannula") in view of Berger et al. (U.S. Patent No. 5,943,424; hereinafter "Berger") in view of Farmer et al. (U.S. Patent No. 6,229,533; hereinafter "Farmer"), further in view of Bhatia (U.S. Patent No. 6,052,591). Also, claims 28 and 29 were rejected under 35 U.S.C. § 103(a) as unpatentable over Hannula, Berger, Farmer, Bhatia, and further in view of Katz (WO 96/34471). Further, claim 30 was rejected under 35 U.S.C. § 103(a) as unpatentable over Hannula, Berger, Farmer, Bhatia, and further in view of Rautiola et al. (U.S. Patent No. 5,991,639). In addition, claims 37 and 38 were rejected under 35 U.S.C. § 103(a) as unpatentable over Hannula, Berger, Farmer, Bhatia, and further in view of Freytag (U.S. Patent No. 5,602,743).

Amended claim 32 recites, among other features:

storing quantity information in the sales module, the quantity information indicating an available number of the products provided by the vendor;

receiving an order data in the sales module from a participant of the plurality of participants via the mobile radio network in response to the broadcasting, the order data including a request for a product of the products and an identification of the participant;

confirming by the sales module that the available number of the products is greater than zero;

generating by the sales module, based on the confirming, a token exchangeable for the product;

transmitting the token and the identification of the participant by the sales module to the vendor;

transmitting the token by the sales module to the participant via the mobile radio network in accordance with the text messaging protocol; and

adjusting the quantity information in the sales module based on the token.

Referring to the non-limiting examples of Applicant's Figures 1 and 2, a sales module 9 coupled to a mobile radio network 20 performs multiple functions to sell products over the mobile radio network 20.¹ The sales module 9 receives quantity information from a mediating module 5, and this quantity information indicates an available number of products provided by a vendor 1.² When order data requesting a product of the vendor 1 is sent from a participant 7 via the mobile radio network 20 to a service center 11, the order data is received by the mediating module 5 and forwarded to the sales module 9.³ The sales module 9 then confirms that the available number of products offered by the vendor 1 is greater than zero.⁴ When the quantity amount is greater than zero, the sales module 9 generates a token that is exchangeable for the product (e.g., the generated token can be used to gain admission to an event or can be exchanged for a physical product).⁵ Before transmitting the generated token to the participant 7, the token and the identification of the participant 7 is transmitted from

¹ See Applicants' specification at page 7, lines 2-10.

² See Applicants' specification at page 6, line 35 – page 7, line 2.

³ See Applicants' specification at Figure 2 (step 200); at page 9, lines 8-11.

⁴ See Applicants' specification at Figure 2 (step 202); at page 9, lines 31 and 32.

⁵ See Applicants' specification at Figure 2 (step 204); at page 9, line 35 – page 10, line 8.

the sales module 9 to the vendor 1.⁶ Subsequently, the token is transmitted from the sales module 9 to the participant 7 via the mobile radio network 20 in accordance with a text messaging protocol.⁷ The sales module 9 then adjusts the stored quantity information based on the generated token.⁸

The suggested combination of Hannula, Berger, Farmer, and Bhatia does not teach or suggest all of the features recited in amended claim 32.

Hannula discloses a system for conducting electronic payment transactions in which digital data representing money is transferred from a database 11 to a vendor shop when authorized by a mobile station MS in purchasing a consumer good.⁹ Berger discloses a system for secure payment in exchange for goods and services purchased over a communication network by allowing the processing of multiple transactions from a single point of initiation and by using tokens for identifying terminals of the system.¹⁰ Farmer discloses a virtual world avatar capable of exchanging virtual goods and virtual cash.¹¹ Bhatia is directed to a method for selectively broadcasting messages to mobile stations located within a particular geographic area.¹²

None of these four references discloses the features of storing, receiving, confirming, generating, transmitting, or adjusting, as recited in amended claim 32. Specifically, none of the cited references discloses a feature of storing quantity information in the sales module, the quantity information indicating an available number of the products provided by the vendor, as recited in amended claim 32. The four cited references are completely silent as to this feature, and the Office Action does not point with any particularity to the cited references regarding this feature.

⁶ See Applicants' specification at Figure 2 (step 205); at page 10, lines 21-29.

⁷ See Applicants' specification at Figure 2 (step 206); at page 10, line 30 – page 11, line 14.

⁸ See Applicants' specification at Figure 2 (step 208); at page 11, lines 32-34.

⁹ See Hannula at Figures 5 and 6; at column 7, line 25 – column 8, line 12.

¹⁰ See Berger at column 4, lines 30-61.

¹¹ See Farmer at column 7, line 57 – column 8, line 3.

¹² See Bhatia at Figure 1; at column 3, lines 12-31.

Regarding the recited feature of receiving an order data in the sales module from a participant of the plurality of participants via the mobile radio network, none of the four recited references teaches such a feature. Hannula does disclose the use of a mobile station MS to acknowledge a payment request from a payment protocol interface 20,¹³ but no element described in Hannula receives order data including a request for a product and an identification of a participant from the mobile station MS. Rather, in the Hannula, human user of the mobile station MS requests a product by simply speaking directly to a shop representative. That is, the mobile station MS is used only to authorize a payment transaction, not to transmit an order data via a mobile radio network.

Amended claim 32 also recites confirming by the sales module that the available number of the products is greater than zero, and adjusting the quantity information in the sales module based on the token. The cited references are completely silent as to these features and, specifically, do not teach a sales module that performs the recited confirming and adjusting steps.

The sales module recited in amended claim 32 also performs the steps of generating a token exchangeable for the product, transmitting the token and the identification of the participant to the vendor, and transmitting the token to the participant via the mobile radio network in accordance with a text messaging protocol. None of the four cited references discloses a single sales module that generates a token exchangeable for a product, that transmits the token and an identification of a participant to a vendor, and transmits the token to the participant via a mobile radio network. For example, Hannula discloses the general use of an electronic token to represent a monetary value, but does not disclose a single sales module that generates a token exchangeable for a product, that transmits the token and an identification of a participant to a vendor, and also transmits the token to the participant via a

¹³ See Hannula at column 7, lines 57-67.

mobile radio network. Rather, in Hannula, electronic money is simply transmitted from a database 11 to a shop via a corresponding interface 21.¹⁴ This electronic money is not generated by a sales module, is not transmitted by a sales module to a vendor, and is not transmitted by a sales module to a vendor, and is not transmitted by a sales module to a participant via a mobile radio network in accordance with a text messaging protocol.

As Hannula, Berger, Farmer, and Bhatia do not individually teach or suggest any of the above-discussed features recited in amended claim 32, the suggested combination of these references also does not teach or suggest amended claim 32. As such, Applicants respectfully submit that amended claim 32 patentably defines over Hannula, Berger, Farmer, and Bhatia. Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 32 under 35 U.S.C. § 103(a). Claims 21-31 and 32-38 depend from independent claim 32 and are also allowable for at least the reasons discussed above.

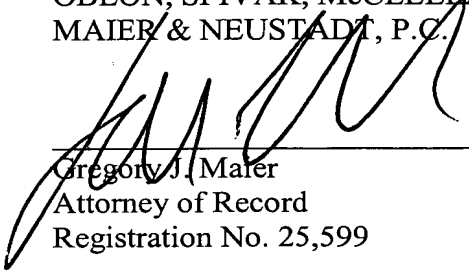
Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

Customer Number
22850

Tel: (703) 413-3000
Fax: (703) 413 -2220
(OSMMN 06/04)

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.



Gregory J. Maier
Attorney of Record
Registration No. 25,599

James J. Kulbaski
Registration No. 34,648

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¹⁴ See Hannula at Figure 6.